

SIGN COMMITTEE

CONSENT CALENDAR MINUTES

Applications within El Pueblo Viejo Landmark District

Wednesday, March 28, 2012 David Gebhard Public Meeting Room: 630 Garden Street 10:15 A.M.

COMMITTEE MEMBERS: NATALIE COPE, Chair (Consent Calendar Representative) – Present

BOB CUNNINGHAM, Vice-Chair

LOUISE BOUCHER (HLC) (Consent Calendar Representative) – Present

DAWN SHERRY (ABR)

ALTERNATE: CRAIG SHALLANBERGER (HLC)

CITY COUNCIL LIAISON: RANDY ROWSE

STAFF: JAIME LIMÓN, Design Review Supervisor – Present

SUSAN GANTZ, Planning Technician – Absent GLORIA SHAFER, Commission Secretary

Website: www.SantaBarbaraCa.gov

GENERAL BUSINESS (10:15):

Representatives present: Boucher and Cope.

Staff present: Limón.

A. Public Comments:

None.

B. Review of the minutes of the Sign Committee meeting of February 29, 2012.

Motion: Approval of the minutes of the Sign Committee meeting of February 29, 2012,

as submitted.

Action: Cope/Boucher, 2/0/0. Motion carried.

C. Listing of approved Conforming Signs from February 29 through March 21, 2012.

Ms. Gantz announced the signs approved on Conforming Sign Review from **February 29 through March 21, 2012,** as listed below:

There were no signs reviewed on March 14 due to lack of applications.

- 1. Evolutions Medical Spa, 350 Chapala Street Final Approval as submitted.
- 2. Cuernavaca Taquería, 201 W. Carrillo Street Final Approval as submitted.
- 3. ELC, 201 E. Figueroa Street Final Approval as submitted.
- 4. Francesca's Collections, 723 State Street Final Approval as submitted.
- 5. The Blue Jeans Bar, 923 State Street Final Approval as submitted.
- 6. Arlington Tavern, 21 W. Victoria Street Final Approval with condition.

The Conforming Sign Calendars were reviewed by Natalie Cope.

SIGN COMMITTEE MINUTES March 28, 2012 Page 2 of 3

D. Announcements, continuances and withdrawals, and future agenda items.

None.

CONTINUED ITEM

A. 819 STATE ST D C-2 Zone

Assessor's Parcel Number: 037-400-010 Application Number: SGN2012-00019

Applicant: Jim LeCron Business Name: Swarovski

(Proposal for a 4.5 square foot, back-lit acrylic and vinyl window sign with prism background and two non-illuminated 6.4 square foot aluminum and acrylic blade signs. The total signage on site will be 17.3 square feet. The linear building frontage is 25 feet. The allowable signage is 25 square feet.)

(Second Concept Review.)

Final Approval with the following conditions:

- 1. The change to two-inch black letters with white background is acceptable.
- 2. Blade sign of black metal with white cut-out metal letters.
- 3. Change the State Street blade sign location to the left side of the storefront.
- 4. Provide updated information to staff to verify material samples.
- 5. There shall be no lighting of the blade sign.

NEW ITEM

B. 25 W ANAPAMU ST C-2 Zone

Assessor's Parcel Number: 039-231-003 Application Number: SGN2012-00036

Applicant: Benton Signs

(Proposal for three wall signs of 6.16, 6.16, and 9.00 square feet, and two projecting signs of 6.40 square feet. The projecting signs will be hung from wrought iron brackets. Two existing signs totaling 4.83 square feet for other tenants on site will remain unchanged. Total signage on site will be 38.95 square feet. This parcel is on the **City's List of Potential Historic Resources: "San Macros Garage, Davis Arcade Building; Constructed in 1922."** A total of 34.12 square feet of new signage is being requested in addition to 4.83 square feet of existing signage. The linear building frontage is 45.5 feet. The allowable signage is 45.5 square feet.)

Continued to HLC Conforming with the following comments:

- 1. The front signs on Anapamu Street are approved.
- 2. Relocate the signs above the door; and center the blade sign to the center of the building at rear.

SIGN COMMITTEE MINUTES March 28, 2012 Page 3 of 3

NEW ITEM

C. 525 STATE ST C-M Zone

Assessor's Parcel Number: 037-172-002
Application Number: SGN2012-00035
Business Name: Baja Sharkeez
Contractor: Southwest Sign Company

(Proposal for a 20 square foot painted fabricated aluminum reverse pan wall sign with flat cut out letters and LED perimeter illumination. The existing, unpermitted goose neck light fixtures will be removed. A total of 20 square feet of new signage is being requested. The linear building frontage is 26 feet. The allowable signage is 26 square feet.)

Final Approval with the following conditions:

- 1. Remove the gooseneck lamps.
- 2. Remove the banner.

NEW ITEM

D. 222 W CARRILLO ST C-2 Zone

Assessor's Parcel Number: 039-271-013 Application Number: SGN2012-00037

Applicant: Insignia
Business Name: CV Pharmacy

(Proposal for the following five new signs: one 9.8 square foot internally illuminated aluminum wall sign, one 11.1 square foot internally illuminated aluminum and acrylic projecting sign, one 2.5 square foot non-lit wood hanging sign, and a 4.44 square foot wood ground sign. One existing 9.8 square foot internally illuminated aluminum wall sign will be re-faced. The ground sign will be illuminated by previously-approved light fixtures. The total signage proposed on site is 37.64 square feet. 37.64 square feet of signage is being requested in addition to 9.8 square feet of existing signage. The linear building frontage is 55 feet. The allowable signage is 55 square feet.)

(An exception is requested for over-height letters on the two proposed wall signs.)

Final Approval making the finding for the exception to exceed the maximim allowable letter height for a 13 inch letter height as follows and with the following conditions:

- 1. P1 is acceptable with the change to reduce the red color.
- 2. P1A is acceptable with the 13" letters the condition that it is the same height level as the P1 sign.
- 3. P2 blade sign is unnecessary and is not approved.
- 4. P3 the hanging blade sign shall be non-illuminated.
- 5. P4 monument sign is accepted with the exception that lighting is to be moved seven feet.
- 6. Submit color samples for the proposed red color.
- 7. Exception finding: the over-height letters are appropriate for the building.
 - a. There are exceptional or extraordinary circumstances or conditions applicable to the property involved, or to the intended use of the property, that do not apply generally to other properties in the vicinity.
 - b. The granting of the exception will not be materially detrimental to the public welfare or injurious to the properties or improvements in the vicinity.
 - c. The proposed sign is in conformance with the stated purpose and intent of the Sign Ordinance.